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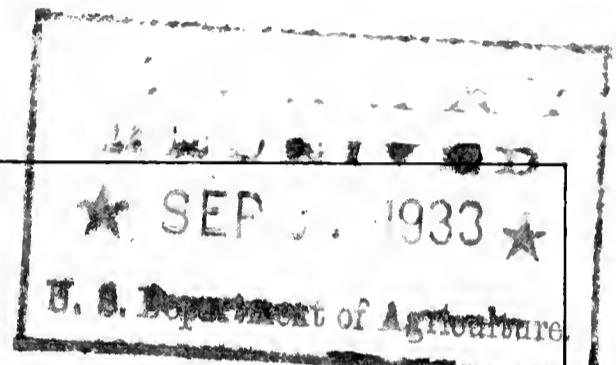
Hardy Grafted Nut Trees . . .

Moved and Transplanted "THE HERSHEY WAY"**

PRICE SHEET FOR

FALL 1933 and

SPRING 1934



One of the groves of the improved grafted black walnut.
This grove is six years old, has been bearing since three years old. Please note size of trees. Location, C. F. Hostetter's 1000 tree grove, Bird-In-Hand, Pa.

**Use This Sheet When Ordering Your Nut
Trees and Mail Order to Downingtown, Pa.**

THIS NURSERY IS NATIONAL HEADQUARTERS FOR SCIENTIFIC INFORMATION ON NORTHERN NUT CULTURE.

After many years of scientific research and practical experimenting, I present to the public, the best species and varieties for any given section.

Being the only commercial nut tree nursery doing intensive research and checking on performance of varieties, I am the first to eliminate old varieties and to introduce new ones. It is no small thing to plant a variety that was thought to be good and learn later it is inferior, neither is it good business to plant and then learn there are better new varieties to be had at the John W. Hershey Nursery.

The difference in cost between my trees and others is your warranty for getting better stock and against loss in transplanting. Remember, "THE HERSHEY WAY is the Safe Way."

* Many people do not know what is meant by "THE HERSHEY WAY." It is the proper handling and caring for our trees while growing and shipping that gives you the best possible tree for your money, plus the value of our scientific research and intelligent follow up service. One of the out-standing features is the method of wax dipping all stock, sealing up the vitality of the tree from the time it is dug until it starts to grow. With this method losses in nut tree planting fade out of the picture, whereas with the unwaxed method ten to twenty per cent losses are nearly always the rule.

A Nut Grove for Wealth and Happiness

Black Walnut, Hickory and Pecan

As time goes on my trees are making better and better showings all over the country. Here at Downingtown the ornamental trees, pecan, hickory and hican, are starting to bear at 5 to 7 years of age, making the home owner enthusiastic over using these rapid growing, early bearing, beautiful foliaged trees for ornamental plantings.

With these we find the young black walnut groves, set out in different parts of the country, bearing heavier than was expected, proving my contention that THE IMPROVED GRAFTED NUT GROVE IS THE SALVATION OF THE LAND OWNER.

A GROVE OF THIN SHELLLED GRAFTED BLACK WALNUT TREES FOR PROFIT—The question continually asked me is,—“How soon will they show a profit?” A setting of 1000 trees cost you \$1000 to \$1500 depending on the size of tree planted. Cost of cultivating and care will be less than \$100 per year. Now if each tree bears just one bushel of nuts by the time it's 10 years old you will have one thousand bushels of nuts to sell for at least \$4.00 per bushel. That's \$4000 and I have no doubt but what they'll bear more. I have seen 5-year trees with 400 nuts, 6-year trees with 700 nuts, 9-year trees with 2½ bushels and 10-year trees with 3 bushels. In short if the grove only does ordinarily well, that is a bushel per tree in ten years, it will have itself paid for, cost and carrying charges, in that time. From then on it will increase in bearing by leaps and bounds, old trees bearing as much as 25 bushels per tree. Do you want to get in on it? It's a mighty low investment for the returns.

A grove of nut trees planted now will help in the next depression 10 to 12 years from now. Get started on your depression insurance now.

Plant nut trees as a hobby—as an investment—for the good of posterity, whether a large grove or a few trees it is a paying proposition. Those who have already made large plantings are extremely pleased, some stoutly declaring they will do better than I have listed in the above paragraph.

Age of groves range from one to seven years. Many smaller plantings of eight to ten years are doing beautifully.

We must get back to the pioneer “help yourself” plan. Then, and then only, will we be on a sound business basis. For the land owner there is no more fundamental procedure than to turn to “tree crops”, the original food of man, for a rehabilitation of his land and financial values. MAN IS TURNING TO NATURE AND NATURAL FOOD FOR HIS ECONOMIC SALVATION, hence the stimulant to plant trees, crops (**black walnuts**) as this nut has the highest flavor and the tree is the hardest.

Thomas,—originated at King of Prussia, near Philadelphia, Pa. Tree a remarkable grower, very upright; nuts large and attractive, kernel light colored and of excellent mild flavor, cracks out in quarters. The leading commercial variety if one expects to sell his crop in the shell.

Stabler,—originated near Washington in Maryland. Growth more spready than the Thomas, is more ornamental in foliage and not quite so rapid in growth; nut small and oblong, very thin shelled, kernel light in color and richer than the Thomas in oil and flavor. For home cracking it is the best.

Ohio,—originated in N. E. Ohio. A rapid grower with handsome contour and foliage; nut medium in size, oblong in shape, an early and heavy bearer, and although liked by many is not as good a cracker as the others.

Planting and Follow Up Service

Part of The Hershey Way

In planting a nut grove or ornamental setting it is of paramount importance to know what to plant for best results in a desired effect or for commercial return. It is my policy if the customers wish, to look over locations, give planting advice and then keep in contact with my customers after the planting is made until a working knowledge of nut growing has been acquired by the planter. In considering the cost of the initial planting, bear in mind that the slight extra cost of my trees carries the above assets with it. The experiences of my customers has proved that this service is invaluable. Think it over.

Root Pruned.—We root prune and transplant all trees, building a root system that will permit the tree to start and make rapid growth when sold. These are the most reliable kind to plant.

Another Value in My Trees

One of the most important factors in getting trees to bear young is the use in grafting of scions cut from bearing trees. All my trees have been started this way.

Terms

All orders from new customers must be accompanied with a 25% deposit, balance C. O. D., or money to be forwarded before shipment is made. Old customers can have terms made agreeable to the occasion.

Canadian orders must amount to \$10.00 due to extra cost of fumigating.

No order where an affidavit must accompany invoice will be considered for less than \$10.00.

Balled and Burlapped.—This means the tree is moved with the soil around it the same as evergreens. It is the only way to move the larger trees for lawn plantings where quick results are wanted. Our experience has been that 2 years' time is saved in growth as the tree simply starts off growing with a bang.

For large plantings write for reduced rates
Six sold at dozen rate

Grafted Black Walnut

The Commercial Tree of the North

The Thomas, Stabler and Ohio thin-shelled grafted varieties. The commercial nut tree for the north and a good partner for the Pecan in the middle south and southwest. Write for quantity rates.

Note we have eliminated the Ten Eyck variety because of its disappointing performance.

Thomas, Stabler and Ohio

	Each	Dozen
1-2 feet, 1 year from graft.....	\$1.50	\$15.00
2-3 feet	1.75	17.50
3-4 feet	2.00	20.00
4-5 feet	2.50	25.00
5-6 feet, 2 years from graft	3.00	30.00

Balled and burlapped, \$1.50 per tree extra
Write for rates in quantity lots.

Large Thomas, Stabler and Ohio for Quick Results

So much has been said in the fruit world regarding planting small trees that many think the same applies to nut trees. In the fruit orchard where a low head is essential, small trees fill the bill, but where a high head is essential, as with nut trees, the larger tree has proven the best.

2 and 3 years old

	Each	Dozen
6-7 feet, branched	\$3.50	\$35.00
7-8 feet, nice head	4.00	40.00
8-10 feet, 3 years, nice head.....	4.50	

Balled and burlapped, \$2.00 per tree extra

We have a few larger specimens. Prices on request.

Thomas on Minnesota Stock

Very hardy for northern planting. Don't miss taking advantage of this offer if you live in the far north or in frost pockets where there is so much danger of early frost kill. Same price as regular Thomas sizes up to six feet.

Rohwer on Minnesota stock for northern planting, same price as Thomas.

List of experimental varieties sent on request.

English or Persian Walnuts

Wiltz, Mayette.—The only successful varieties for the east and north.

Hardy diamond brand nuts, grafted on the native black stock. Bear early.

The English Walnut is excellent for home and lawn plantings and small groves for local market but I consider plantings of large groves a mistake. The black walnut is the eastern commercial tree.

Soil must be limed for successful growth.

	Each	Dozen
2-3 feet	\$2.25	\$22.50
3-4 feet	2.50	25.00
4-5 feet	2.75	27.50
5-6 feet	3.00	30.00
5-7 feet, two-year, branched	3.50	35.00

As these are more tender I advise transplanting with a ball. Extra cost, \$1.50.

Butternuts

I have some nice seedling butternuts 5-6 ft. branched, \$1.50 each, \$15.00 doz.; 7-8 ft., \$2.00 each, \$20.00 doz.

	Each
8-10 feet, four-year, balled only	\$4.50

Hybrid Hickories

No more ornamental tree can be had than these glistening foliaged shapely headed trees that grow as rapidly as the maple and bear lots of thin-shelled nuts. Bear in five to seven years. The larger of these are bearing in the nursery.

Fairbanks

Nicely headed, two to four year old trees.

	Each	Dozen
3-4 feet, two-year	\$3.25	\$32.50
5-6 feet, branched	3.75	37.50
6-7 feet, branched	4.00	40.00

Bearing age

	Each	Dozen
7-8 feet, fine head	\$4.50	\$45.00
8-10 feet, fine head	5.50	55.00

Balled and burlapped, \$2.00 per tree extra

Stratford

This variety introduced recently is a remarkable tree with foliage very much like the shagbark. Nuts slightly smaller than the Fairbanks, just as thin-shelled and possibly higher flavored. Heavy bearer.

	Each	Dozen
2-3 feet	\$3.00	\$30.00
3-4 feet	3.25	32.50
4-5 feet	3.50	35.00
5-6 feet, two-year	4.00	40.00

Hicans

These are superior to pecans for Northern planting. They are more beautiful in foliage and grow more rapidly than the pecans with a nut superior to the pecans due to the blend of hickory and pecan flavor. Tree performance is much like the pecan.

We have several odd varieties of these hybrids of which we can spare a few for any one wanting an assortment. Just ask for an assortment when ordering. A list of them will be mailed on request. The price is the same as for the McCallister Hicans.

McCallister—Pecan X Shellbark Hybrid. The remarkably rapid growth and ornamental foliage, with its enormous thin-shelled nut, $2\frac{1}{4} \times 1\frac{1}{4}$ inches and $3\frac{7}{8}$ inches in circumference is making this tree in great demand.

	Each	Dozen
2-3 feet	\$2.00	\$20.00
3-4 feet	2.50	25.00
4-5 feet	3.00	30.00
5-6 feet	3.50	35.00

Balled and burlapped, \$1.50 per tree extra

	Each	Dozen
6-7 feet, two-year, branched	\$4.00	\$40.00
7-8 feet, three-year, branched	5.75	57.50
8-10 feet, three-year, branched	6.50	65.00

Balled and burlapped, \$2.00 per tree extra

Pleas—Pecan X Bitternut Hybrid. A very beautiful tree with yellow buds, nuts the size of a good-sized northern pecan and an excellent cracker. Don't miss planting some. Because of its hickory parent, it is specially adapted to northern planting. Is bearing in many sections of the north. Grows as rapidly as the Maple.

	Each	Dozen
1-2 feet	\$1.75	\$17.50
2-3 feet	2.00	20.00
3-4 feet	2.50	25.00
4-5 feet	2.75	27.50
5-6 feet	3.25	32.50

Balled and burlapped, \$1.50 per tree extra

	Each	Dozen
6-7 feet, branched, two-year trees	\$3.75	\$39.50
7-8 feet, branched, two-year trees	4.00	40.00

Balled and burlapped, \$2.00 per tree extra

Hardy Pecans

These like the hickory hybrids are rapid growers and of the best for ornamental planting, often attaining a height of 150 feet and living 300 years. Beautiful in foliage and graceful in wide spreading head plus their ability to produce on your lawn, those delicate thin-shelled dainty pecans by the bushel. Come and see our young nursery trees in bearing.

Indiana, Busseron, Posey and Green River varieties

	Each	Dozen
1-2 feet	\$1.75	\$17.50
2-3 feet	2.00	20.00
3-4 feet	2.50	25.00
4-5 feet	2.75	27.50
5-6 feet	3.00	30.00
6-7 feet, three-year	4.00	40.00

Balled and burlapped, \$1.50 per tree extra

We have two Kansas varieties of pecans. Are superior to the Indiana varieties in many ways. Prices and sizes same as above list of pecans. Don't miss trying these.

Specimen Pecan Trees

Busseron, Butterick, beautifully headed, twice transplanted. Bearing age.

	Balled and Burlapped	Each
10-12 feet, extra select trees	\$15.50	
8-10 feet, extra select trees	13.50	
7-9 feet, very fine trees, bare root	\$7.50	10.50

Pure Shagbark

C. Ovata

I am pleased to say I now have some fine two-year stock of these and although I advise moving with a ball I am willing to dig bare rooted. In ordering bare rooted, deduct \$1.50 from list price.

The interesting thing about these is, they grow faster each year until a remarkable growth is obtained after the third and fourth year.

My supply will be limited for a few years, hence I advise placing your order now. Last year they moved faster than my expectation.

My Introduction

Glover—A New England variety, the finest cracker and highest flavor ever found in the hickory family. Nut medium size.

My Introduction

Romig—A Brandywine Valley variety here in Pennsylvania where natural hickory abound. A fine cracker and large nut. The only continual and heavy bearer I know.

	Balled and burlapped	Each
1-2 feet high	\$4.00	
2-3 feet high	5.00	
3-4 feet high	5.50	
4-5 feet high	6.50	

Filberts

Corylus Aveline

I have an assortment of these, mostly Barcellona. I recommend Du Chilly and Daviana as pollenators.

	Each	Dozen
Light plants, 2-3 feet	\$0.50	\$5.50
Strong plants, 3-5 feet	1.25	12.50

Hybrid Hazels

Jones Corylus

	Each	Dozen
Light plants, 2-3 feet	\$0.50	\$5.50
Strong plants, 3-5 feet	1.25	12.50
Rush Hazel, 2 feet	1.75	

Persimmons

Native varieties and very good. Bear early. Foliage very beautiful, blossoms unique and fragrant, growth narrow columned head 25 to 35 feet high.

Early Golden—One of the oldest varieties. Excellent.

Lambert—One of the largest with few seeds.

	Each	Dozen
2-3 feet	\$1.50	\$15.00
3-4 feet	2.00	20.00
4-5 feet	2.50	25.00
5-6 feet, well branched	3.00	30.00

Balled and burlapped, \$1.50 per tree extra

Japanese Flowering Cherries

One of the most beautiful and ornamental trees one can use for lawns and home grounds or street planting. The setting at Washington, D. C., along the Tidal Basin is internationally known.

Double Pink or New Red—Early bloomer, very good.

Double Pink—Large flower, later bloomer. Excellent.

White Flower, Pink Bud—Pinkish white, beautiful. Single and double flowers. The single is early, the double, mid-season.

Creamy White—Rich and gracious, semi-double. Blooms before the early pinks.

	Each	Dozen
3-4 feet	\$1.25	\$12.50

Three-year, nicely branched heads

All flowering age.

	Each	Dozen
4-5 feet	\$1.50	\$15.00
5-6 feet	1.75	17.50

Four-year well branched.

	Each	Dozen
6-7 feet	\$2.25	\$22.50
7-8 feet	2.75	27.50

Balled and burlapped, 50c per tree extra

Weeping Cherries—Three year head, pink bud, single flower, fragrant, very beautiful. Tree gets real large. Budded 4 to 6 ft. from ground. *Balled and burlapped*, \$5.00 each.

Amelanchier (*Canadensis*)

Often known as Shadberry, Juneberry, or Servisberry, Bush form

Bearing in nursery row, large clusters of blue-black berries in almost solid masses. Make attractive specimen for lawn or garden. Attractive white bloomer in the spring. Bears heavily.

Fruit—The best description one can make is to compare it with the huckleberry. The berries are almost twice the size of the huckleberry, and ripen about two weeks before them. Excellent to eat out of hand, as a table dessert. Last but not least they are excellent for bird feed when planted along fence rows or in bird sanctuaries.

	Each
Light plants	\$0.75
2-3 feet, strong bushy plants	1.00

Almond

Ridenhower—Hard shelled, flowering, four to five feet, \$0.75.

Specimen nut tree list mailed on request.

Blight Resistant Pears

The bane of the pear grower is the fire blight. Here are varieties that have proven resistant to this pest.

Maxine—Resembles the Bartlett in time of ripening and character of fruit.

Ewart—Buttery flesh, full of juice with a strikingly delectable flavor. Ripens with Bartlett.

Cayuga—Flavor of the good old seckle pear with nearly the size of the Bartlett.

	Each	Dozen
3-4 feet	\$0.50	\$5.00
4-5 feet75	7.50
5-6 feet, 2-year	1.25	12.50
6-7 feet, 2-year	1.50	15.00
7-8 feet, 3-year	1.75	17.50

Dog Wood, *Native White Flowering

Size	Each	Balled and Burlapped
	Bare Root	
4-5 feet	\$0.75	
5-6 feet, branched	1.00	
6-7 feet, branched	1.25	\$1.75
7-8 feet, branched		2.50
8-9 feet, well-branched specimens		3.00
9-10 feet, beautiful specimens		3.50

* These bloom beautifully in the spring and bear red berries in the fall. Make excellent lawn specimens or for fringes in woodland plantings.

Pines

All balled and burlapped

Scotch Pine—Very rapid grower, long needles, excellent for informal borders, quick wind-breaks or screens and large lawn specimens. Does well in dry settings.

	Each	Dozen
4-5 feet	\$2.00	\$20.00
5-6 feet	2.50	25.00
6-8 feet	3.00	

Red Pine—One of the most hardy and sturdy pines. More desirable than the white because of freedom from disease.

Size	Each	\$10.00
	Dozen	
3-4 feet	\$1.00	
4-5 feet	1.50	15.00

Austrian Pine—Very beautiful and ornamental; beautiful for lawn specimens. Twice transplanted.

Size	Each	Dozen
15-18 inch	\$0.50	\$5.00

Norway Spruce—Those beautiful graceful evergreens so excellent for individual planting or windbreaks. Twice transplanted.

Size	Each	Dozen
15-20 inch, compact	\$0.50	\$5.00

Pussywillows

When in bloom show shades of pink, green and black under the white down.

	Each
Beautiful, large, strong bushes, 5 feet	\$0.50
3-4 feet35

Don't miss having some of these.

At Last a Book on Nut Trees and the Value of Tree Crops in America

"TREE CROPS"

by J. Russel Smith

A best seller among thinkers. Price \$4.00 postpaid. If the book does not meet your expectations, return it within 10 days and your money will be refunded.

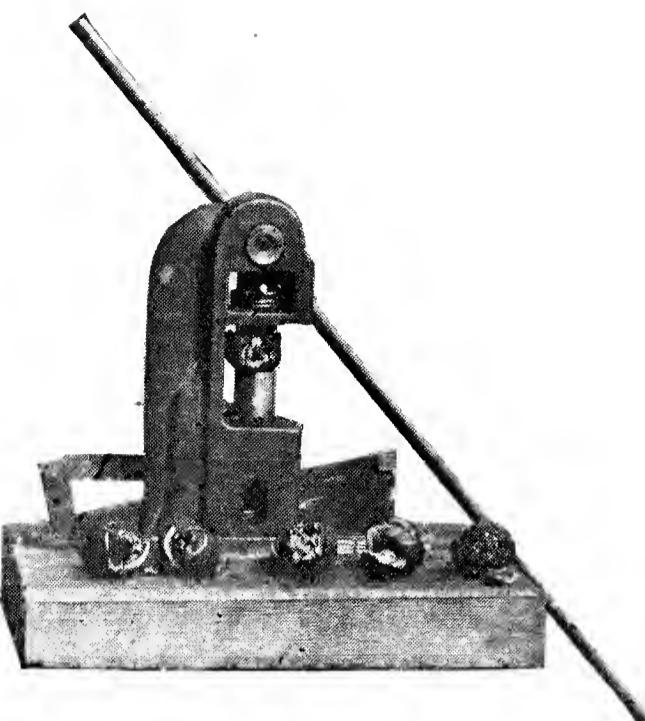
Yearly bulletins of the NORTHERN NUT GROWERS ASSOCIATION, chuck full of valuable reading matter \$1.10 each.

Hershey's Tree Nourishment

It has been proven essential that a proper food be applied to all plant and tree life bearing crops. Note Page 22 in "Save America's Nut Heritage."

Prices F. O. B. Depot

10 lbs.	\$1.00
25 lbs.	2.00
50 lbs.	3.00
100 lbs.	4.00
500 lbs.	12.00
1,000 lbs.	25.00
2,000 lbs.	45.00



The John W. Hershey Nut Cracker

New Reduced Price

The Hershey Nut Cracker is designed to crack the hardest nuts—all walnuts and hickories—in such a way that the kernels may be taken out in quarters with the fingers. A pick is required for only an occasional piece. The machine will so increase your speed in cracking and picking that it soon pays for itself. Five to seven bushels a day is the average cracking, and one pound of kernels per hour for picking. Price, \$6.50. Agents Wanted.

Write for information about the PENNA. NUT GROWERS ASSOCIATION
and join it. Dues \$1.00 per year

"Save America's Nut Heritage"

If you have not received this treatise send for it at once. Price 10c.

Bulletin No. 1, cracking and marketing the common black walnut, 10c.

Bulletin No. 2, Value of Wax-Dipping Nursery Stock, 10c.

**TREAT YOURSELF TO THE BEST IN FOOD
FRESH CRACKED BLACK WALNUTS ALWAYS ON HAND**

Write for Prices

*Without reading and following planting instructions attached to your shipment
your planting may be a failure*



JOHN W. HERSHHEY
Nuticulturist
DOWNTOWN, P.A.



